

100

Log in 120

Log-in name 110

Password 115

[Forgot Your Password?](#)

[Problems Signing In?](#)

[Log in](#) 120

[New User? Register Here!](#) 105

AboutMe.com

FIG. 1A

130

Welcome to My AboutMe Registration.

To join AboutMe, please take a few minutes to register as an AboutMe Member.

(\*)required fields

Log-in name 135

Password 140

Confirm Password 145

Primary Email Address 150

First Name 155

Last Name 160

Address 165

City 170

State/Province 175

Zip/Postal code 180

Country 185

Your Age Range 190

[Next >](#)

AboutMe.com

FIG. 1B

200

A screenshot of a web browser displaying the 'AboutMe.com' 'Personal Content' form. The browser's address bar shows 'http://www.aboutme.com'. The page has a navigation bar with links: Home, View Messages, Edit Profile, and Logout. The form is titled 'Personal Content for AboutMe.com' and contains several sections with radio buttons and checkboxes. Section 1 is 'Gender' with options 'M' and 'F'. Section 2 is 'Marital Status' with options 'Single', 'Married', and 'Divorced'. Section 3 is 'Occupation' with a dropdown menu. Section 4 is 'Education' with a dropdown menu. Section 5 is 'Annual Household income' with a dropdown menu. Section 6 is 'What model car do you drive?' with a dropdown menu. Section 7 is 'Do you own or rent your home?' with options 'Own' and 'Rent'. Section 8 is 'How many hours do you spend browsing the internet?' with a dropdown menu. Section 9 is 'How often do you shop on the Internet?' with options 'Once a week', 'At least once a month', and 'Never'. Section 10 is 'What do you buy most often?' with checkboxes for 'Books', 'DVDs', 'Music CDs', 'Electronics', 'Fashion', 'Toys', 'Travel', 'Sports Equipment', and 'Next >>'. The browser's status bar at the bottom shows 'http://www.aboutme.com'.

FIG. 2A

250

A screenshot of a web browser displaying the 'AboutMe.com' 'Contact Me Directly' form. The browser's address bar shows 'http://www.aboutme.com'. The page has a navigation bar with links: Home, View Messages, Edit Profile, and Logout. The form is titled 'Contact Me Directly' and contains several sections with checkboxes and a dropdown menu. Section 1 is 'Contact me Directly' with a checkbox. Section 2 is 'Email' with a text input field containing 'john.doe@yahoo.com'. Section 3 is 'SMS' with a checkbox. Section 4 is 'Instant Messenger' with a dropdown menu. Section 5 is 'Keep Messages on Server' with a checkbox. Section 6 is 'Block me from all content' with a checkbox. Section 7 is 'Save' with a button. The browser's status bar at the bottom shows 'http://www.aboutme.com'.

FIG. 2B

300

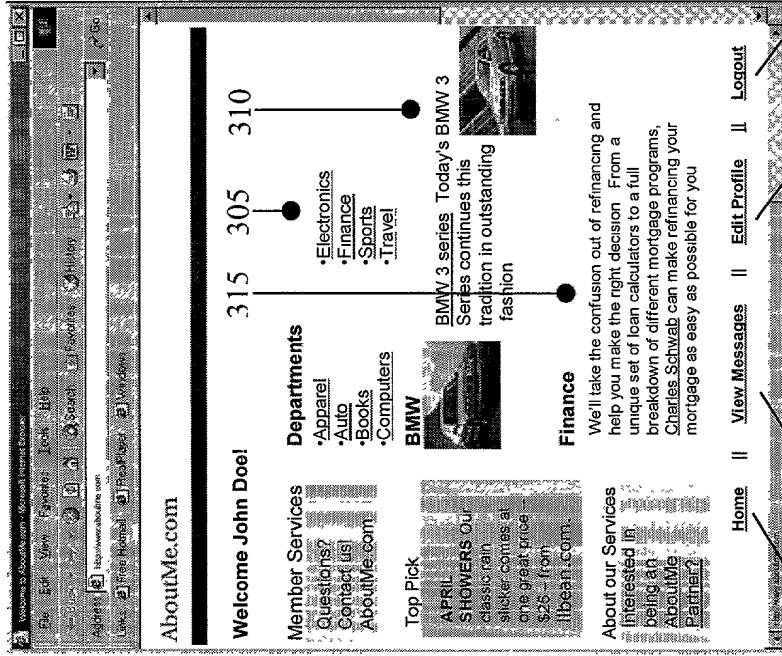


FIG. 3A

320

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340

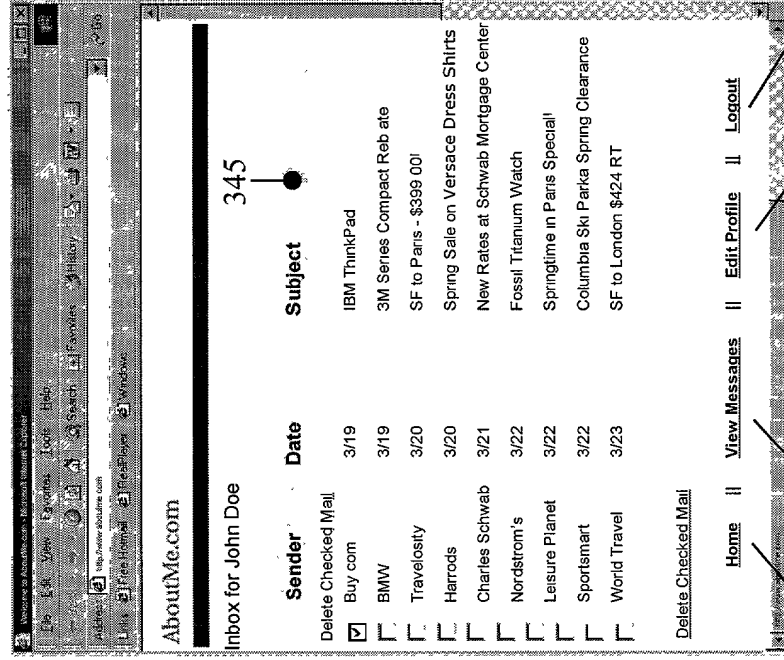


FIG. 3B

320

325

330

335

350

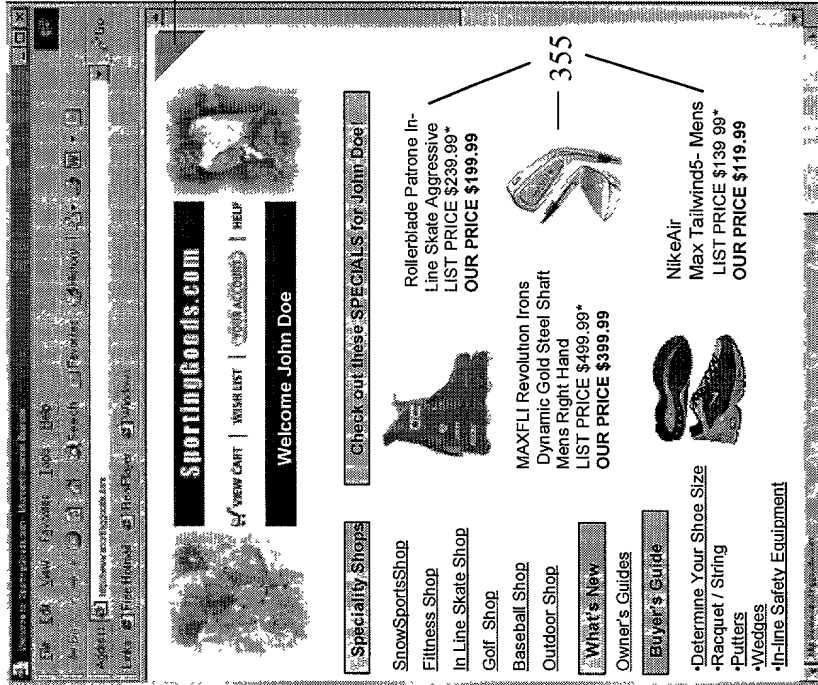


FIG. 3C

365

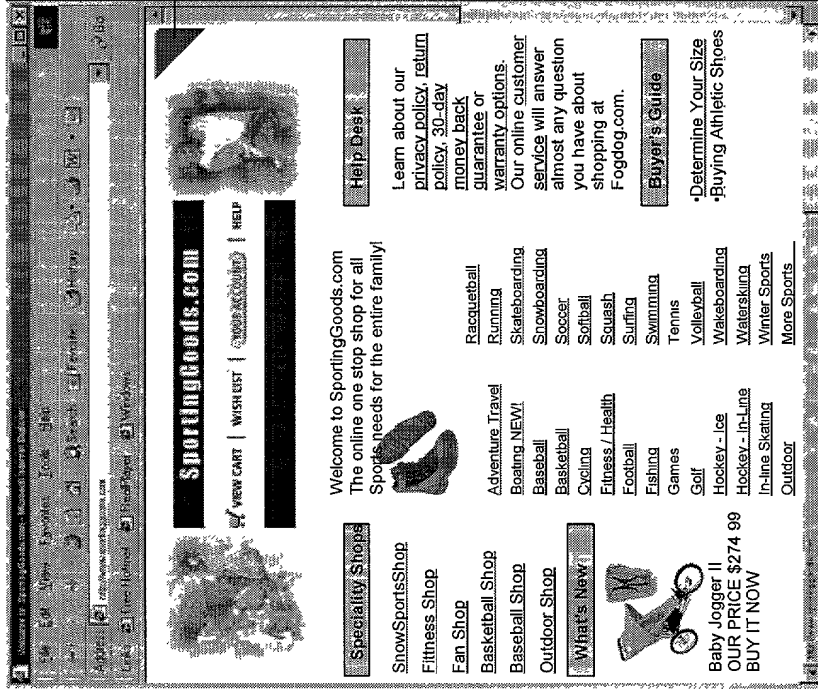
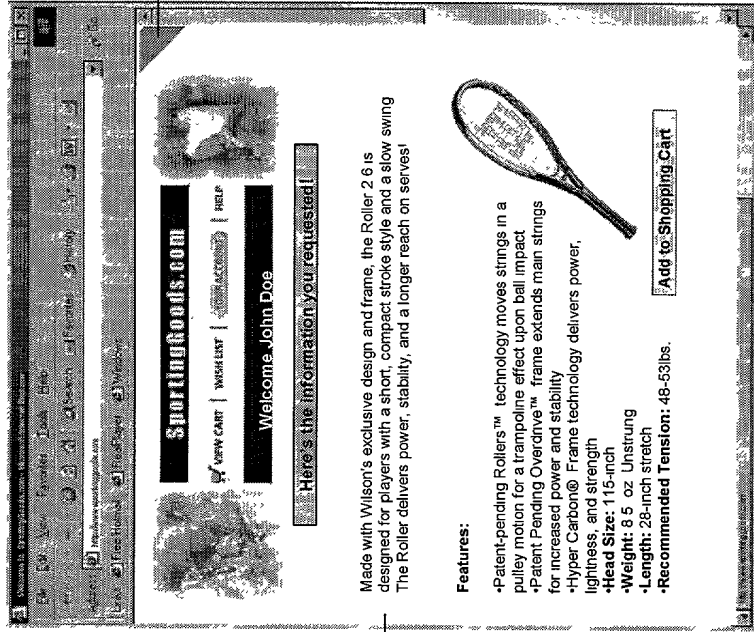


FIG. 3D

375



380

385

FIG. 3E

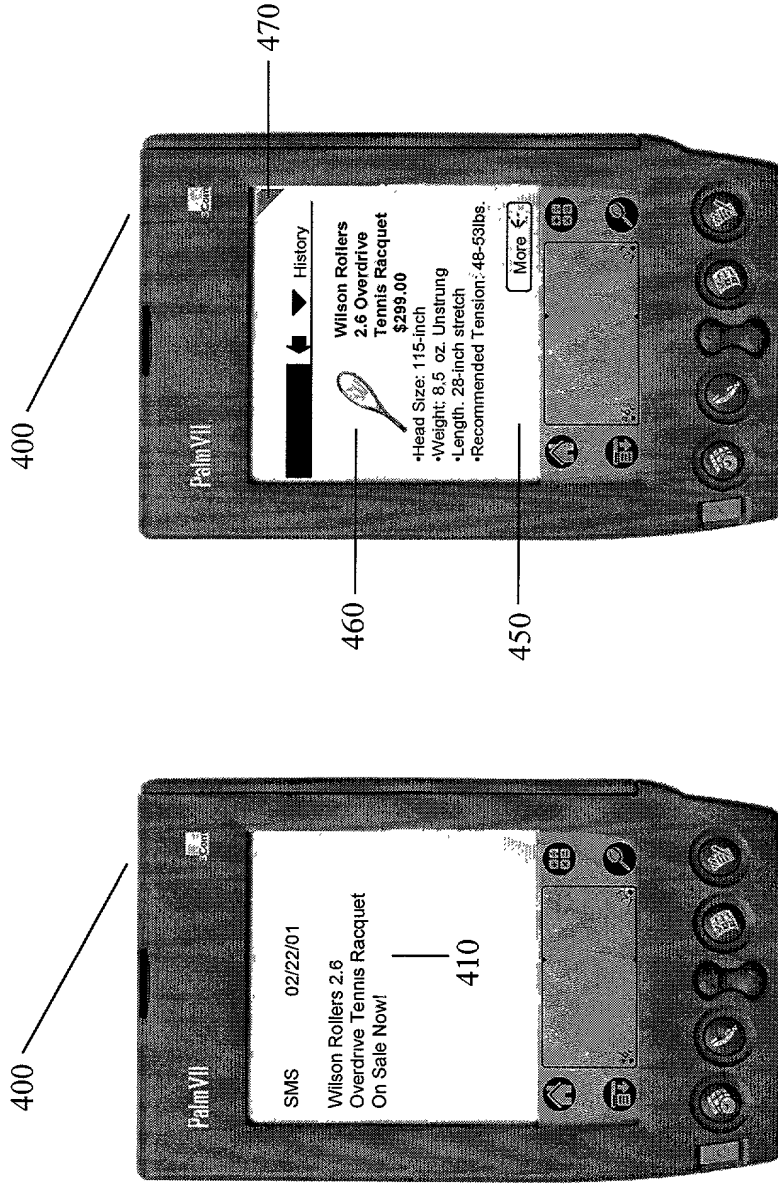


FIG. 4A

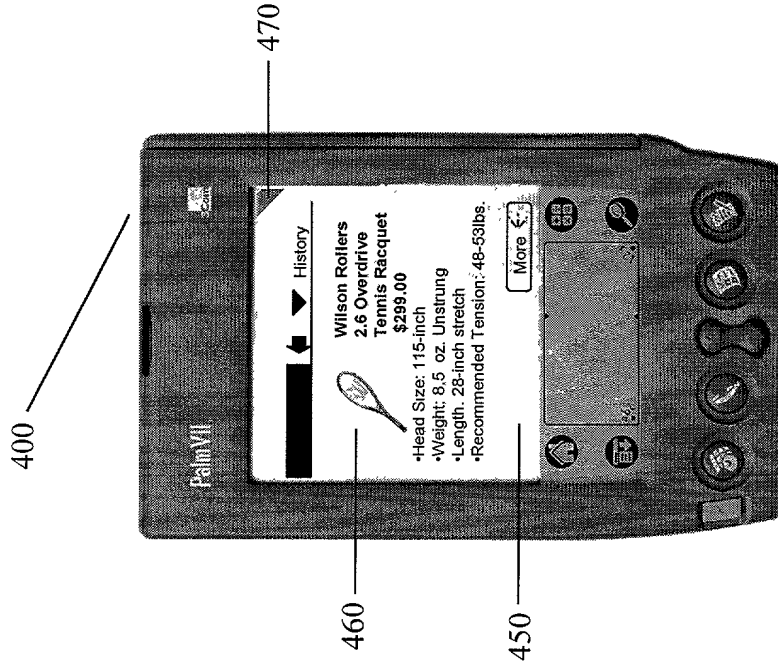


FIG. 4B

### Use Case 1

1. The user goes to SportingGoods.com, an AboutMe.com enabled online store. This is signified by a green triangle at the top left of the page. The user is recognized as a registered AboutMe.com member and is delivered personalized content.

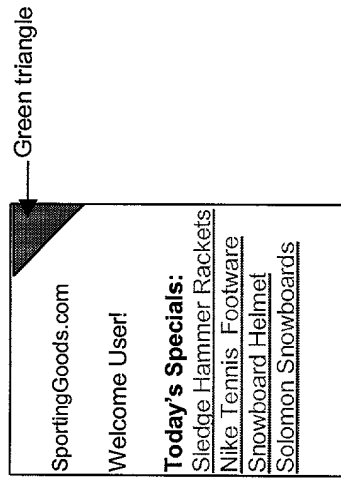


FIG. 5A

## Use Case 2

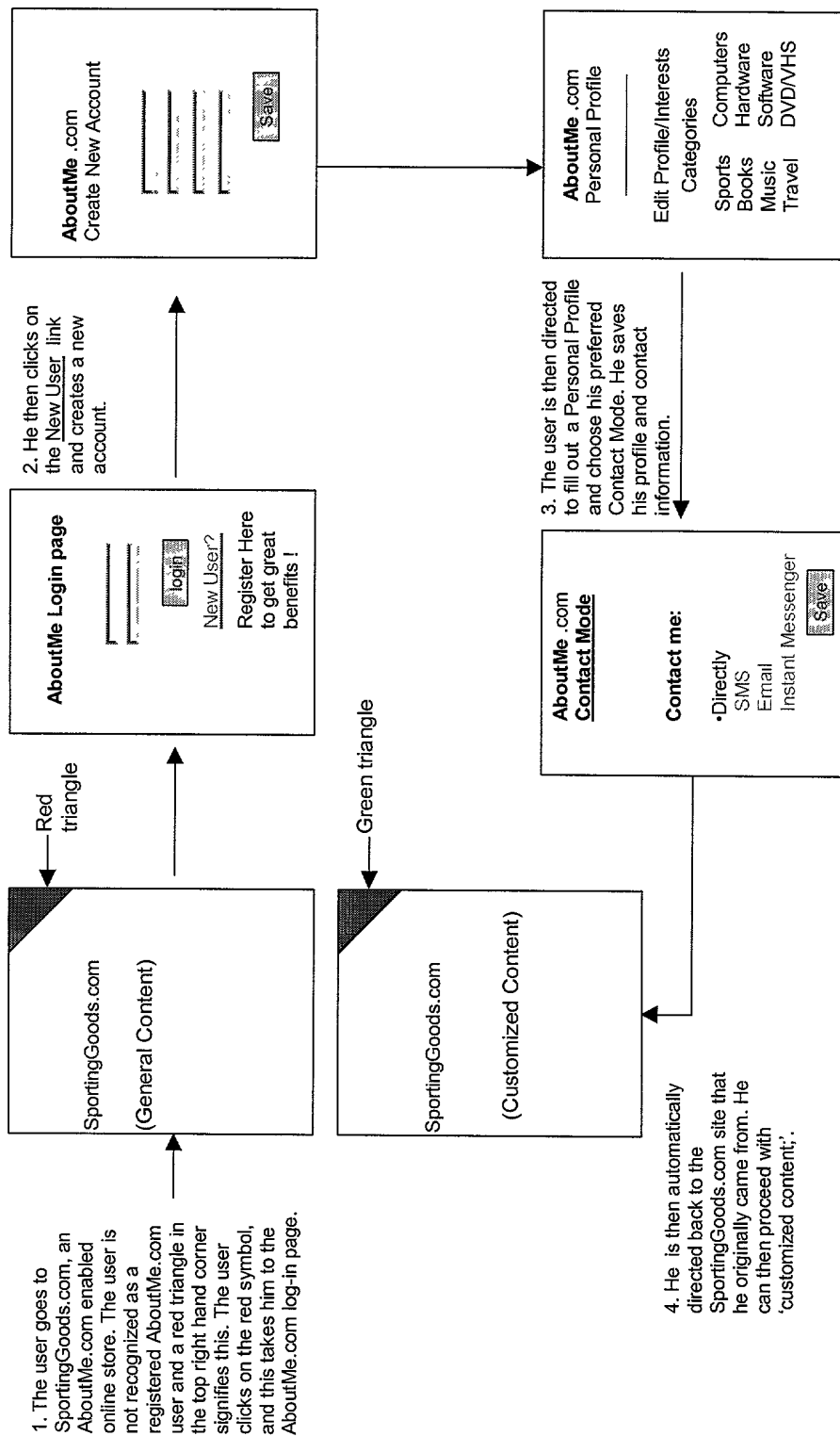


FIG. 5B



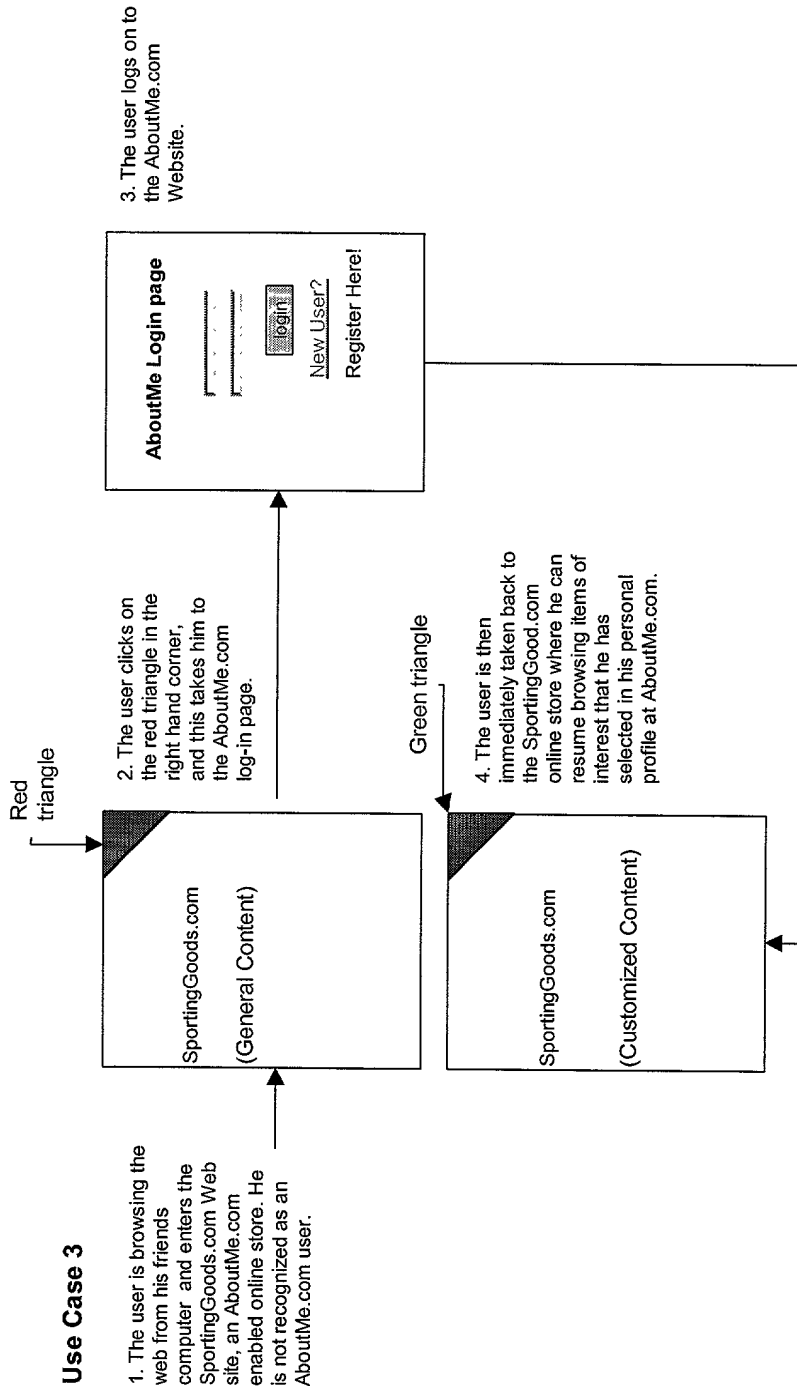
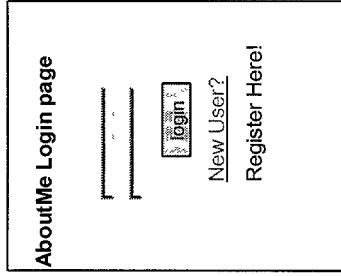


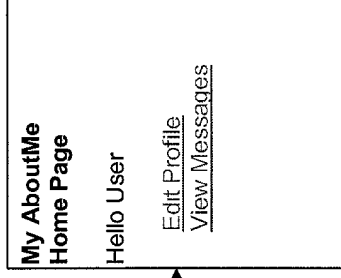
FIG. 5C

#### Use Case 4

1. The user wants to check his messages or edit his profile on the AboutMe.com website. He wants to check if any merchants are attempting to contact him through his AboutMe.com email and he needs to update his personal information profile. At his computer he logs directly onto the login screen.



2. The user is taken to his AboutMe.com homepage. Here he can view messages or edit his personal profile. He clicks on the View Messages link.



3. The user is then directed to a web-based message client on AboutMe.com. He reads his messages and has the option to delete any of them. The messages may include the URL to the merchants Web site that the user can follow. The user also has the option to log out or return to his AboutMe.com homepage.

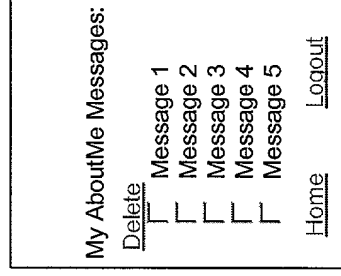
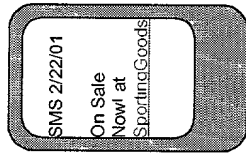


FIG. 5D

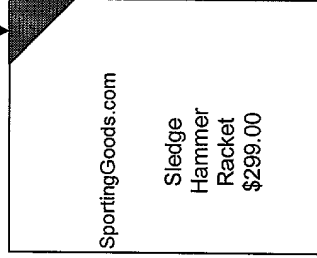
# Use Case 5

1. The user specified an interest in tennis rackets in the User Profile section of AboutMe.com. He also requested that SMS be his mode of contact for tennis racket information. As a result of a marketing campaign at SportingGoods.com, the user gets a message via SMS on his PalmVii notifying him that SportingGoods.com has a great sale on top of the line Tennis Rackets.



2. The user goes directly to SportingGoods.com either directly from his PalmVii or he can wait and visit the site from his home computer.

Green triangle



3. Either way, he will visit the site and have instant recognition. Once at the SportingGoods.com site the profiled racket is presented to the user and the user makes the purchase.



Green triangle

FIG. 5E

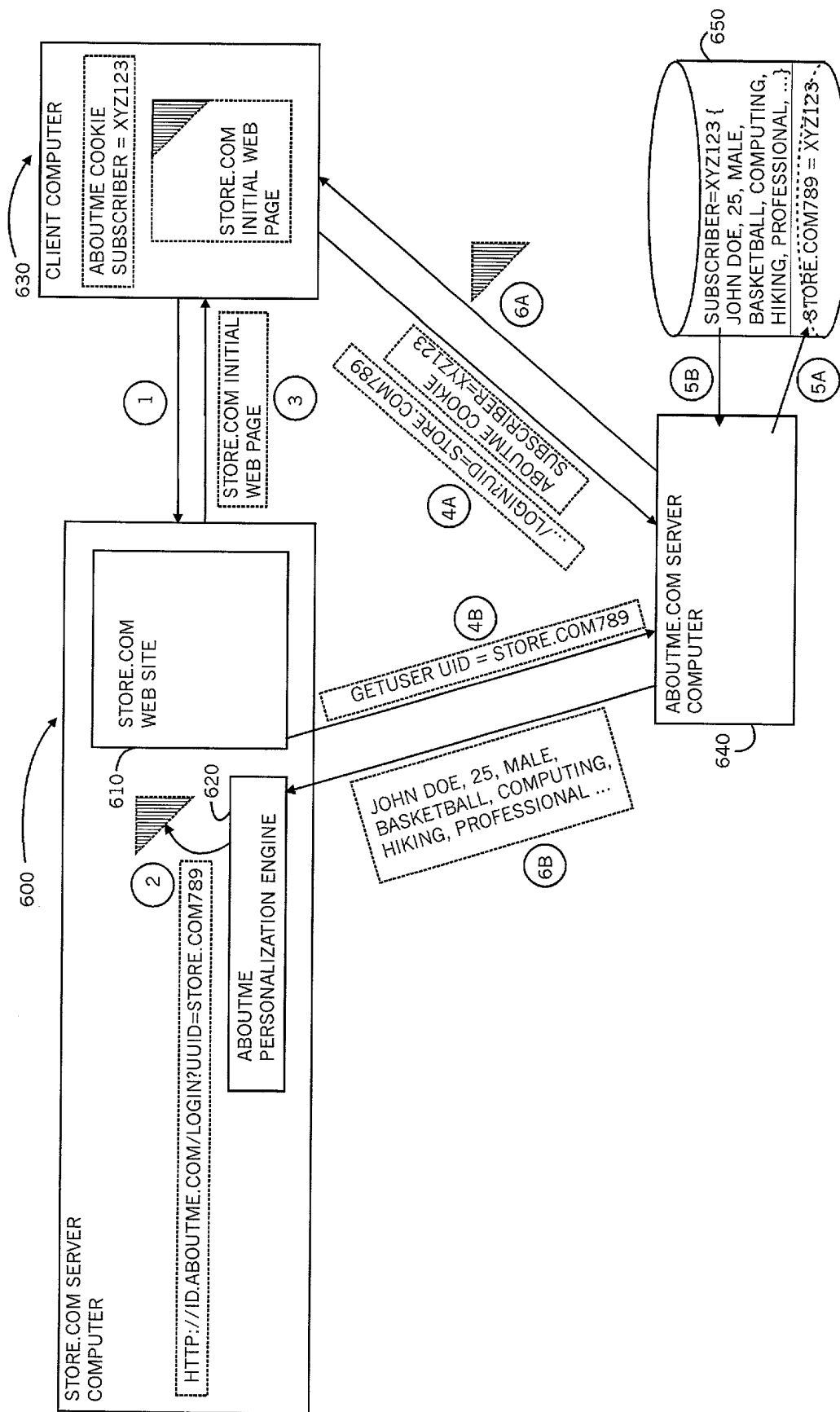


FIG. 6

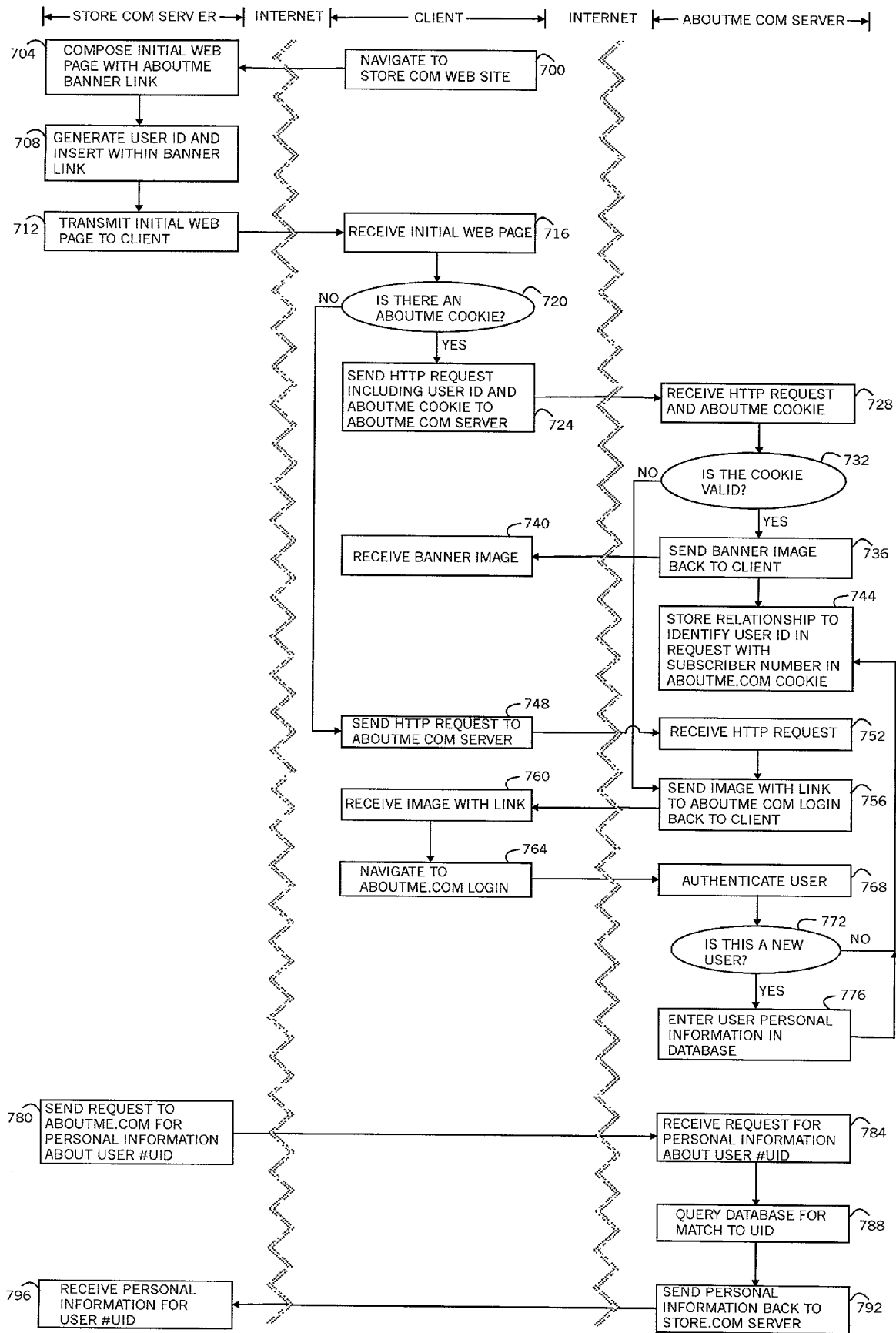


FIG. 7